CONSUMER TIME

STORY OF HOME DEMONSTRATION AGENTS

1946
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cop 3

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER...CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture!

5. MUSIC: OPENING

6. WOMAN: How do I prepare poultry to go in a freezer locker?

7. WOMAN TWO: How can I get rid of ants in my basement?

8. WOMAN: Could you tell me where I can get my pressure cooker reconditioned?

9. WOMAN TWO: What supplies do I need for refinishing an old piece of furniture?

10. WOMAN: How can I arrange my kitchen so things are more convenient?

11. MUSIC: SINGLE ACCENT

12. JOHN: What would you do, Mrs. Freyman...if you had to answer all those questions at once and hundreds more?

13. FREYMAN: I'd certainly be on-the-go, Johnny...from morning 'til night, trying to find the answers!

14. JOHN: Sure you would. And do you know...that there are women in this country...over two thousand of them, in fact, whose all-day-long, all-year-'round job is to answer questions for homemakers'. Not only answer them, but actually demonstrate ways of making the housewife's job easier; and her household run smoothly.

15. FREYMAN: Who are these question-answers and "demonstrators", Johnny?

16. JOHN: Well, they're known as "County Home Demonstration Agents", Mrs. Freyman. And we're going to tell their story today. It's a dramatic story, too.

17. FREYMAN: I should think it is. First off, Johnny let's have a little introduction to the home demonstration agents.

18. JOHN: She's an important part of the nationwide system of rural education known as the Extension Service, of the Department of Agriculture. She's a teacher...but her work, instead of being in a classroom...is in a home...a community...in fields and gardens.

19. FREYMAN: Then she works with the whole family?

20. JOHN: Her work is mainly with the women and the girls in the family. Very simply, Mrs. Freyman...her job is to take practical, reliable information to people where they are, in the form in which they can use it, at a time when they need it.

21. MUSIC: SNEAKS UNDER

22. JOHN: So...let's begin our story...in the kitchen of a rural homemaker...where there seems, at this moment, to be great excitement....

23. MUSIC: UP FOR BRIDGE

24. TOM: For the land sakes Eleanora, what's going on in the kitchen?

25. SOUND: KITCHEN CLATTER

26. ELLIE: Now you just pick up and clear out of here, Tom! I've got work to do, and no time to answer questions...

27. TOM: I never saw such a scrubbing and rubbing and scouring as this old kitchen's getting....

28. ELLIE: You just go on back out to cultivating, Tom.

29. TOM: But Ellie, I'm hungry, and there's nothing I'd like bettern' a tomato and cheese and lettuce sandwich on...

30. ELLIE: I've got no time to be fixing sandwiches...you get yourself an apple out of the celler and ...(WARNINGLY) Don't touch that refrigerator, Tom...

31. SOUND: REFRIGERATOR DOOR SLAM

32. TOM: Look here, now, Ellie, I got a right to know what's going on in my own kitchen...

33. ELLIE: (DEFIANTLY) We're having club meeting, that's what.

34. TOM: Club meeting! In the kitchen?

35. ELLIE: We sure are.

36. TOM: What'll you clubwomen think of next. Sitting around and playing bridge in the kitchen. Why I never heard...

37. ELLIE: Playing bridge. What do you mean, playing bridge? This is a home demonstration meeting...

38. TOM: (SLYLY) Going to demonstrate your kitchen, Eleanora?

39. ELLIE: And why not?

40. TOM: (AS HE LOOKS AROUND) Well, now, It's a good enough kitchen all right. Guess I did do a pretty good job with that kitchen. Yep, t'isn't a bad kitchen at all. You say they're all coming to look at this as a sort of model kitchen, Ellie?

41. ELLIE: Yes they sure are, Tom. A model kitchen of what not to do!

42. TOM: What not to do?

43. ELLIE: Yes...how not to arrange things in a kitchen...if you want things convenient.

44. TOM: Well, I never! Hard's I worked on this kitchen! Well believe me, Eleanora...if you think I'd stand around and listen to what a lot of women have to say, critizing and making disparaging cracks about my house...

45. ELLIE: That isn't it at all, Tom. We always learn things at home demonstration meetings. Today she's going to show us how to cook an unusual dinner, too.

46. TOM: Learn things! Aren't you too old for school, Eleanora?

47. ELLIE: I thought so...until I began to going to these club meetings, and hearing Mrs. O'Neal tell about...

48. TOM: "Mrs. O'Neal...Mrs. O'Neal"...that's all I hear anymore! Looks like you ladies can't take a turn around your kitchens without that home demonstration agent telling you how to do it...

49. ELLIE: (LAUGHING) Oh now Tom. You are hungry, the way you're carrying on. (SIGH) I'll stop my work and fix you a sandwich.

50. TOM: (GOING OFF) Never mind...I'm not hungry t'all...

51. ELLIE: (CALLING AFTER) And a slice of lemon merangue pie, Tom?

52. TOM: (COMING BACK) Hm? How's that?

53. ELLIE: I baked two of them....

54. TOM: (GRUDGINGLY) It's a right pretty pie, at that, Ellie...

55. ELLIE: Didn't know I could bake such good pies, did you, Tom?

56. TOM: It's awful light and fluffy...

57. ELLIE: Do you know who told me how to make a pie like this?

58. TOM: Nope.

59. ELLIE: Mrs. O'Neal...the home demonstration agent! (LAUGH) Now don't look like that, Tom! She really....

60. TOM: Thing I don't understand is how she has time to go around and tell every single woman in the county how to make a pie.

61. ELLIE: Don't be silly, Tom! We learn how to do these things at meetin For instance, last meeting, in the church basement, one of the ladies in the club stood up at the table and showed how to mix up all the 'gredients of a pie, and how to bake it, and after meeting was over, everybody came around and tasted it.

62. TOM: (EATING) And it was good, huh?

63. ELLIE: It sure was good. Although I will say this is better.

64. TOM: Sure it's better.

65. ELLIE: But I learned all the tricks at demonstration meeting.

66. TOM: Hmmmp.

67. ELLIE: See, Tom, Mrs. O'Neal meets with all the club leaders in the county, and tells them how to do something...then they go back to their clubs, and tell their own club members what they've learned...

68. TOM: So...that's how it is...

69. ELLIE: But if Mrs. O'Neal had time, I just bet she'd love to go to every single home in the county, and tell how to bake a pie, and do anything else helpful.

70. TOM: She's a pretty little woman, at that...

71. ELLIE: She certainly is, Tom...and sweet as she can be. And Tom, do you know what?

72. TOM: What now?

73. ELLIE: This apron you like so much...

74. TOM: I suppose she told you how to sew that.

75. ELLIE: She certainly did.

76. TOM: I thought so.

77. ELLIE: But you like it, Tom!

78. TOM: Sure I like it. But still, that's no reason why I like Mrs. O'Neal or a bunch of club women...or anybody else...coming in and standing around and poking fun at my kitchen...and telling what's wrong about it.. And I don't see how you stand for it, Ellie. (GOING OFF...FADE) I just plain don't... None of their business anyhow...bunch of clubwomen... I just don't see... (ETC...ETC)....

79. MUSIC: _____

80. SOUND: SLIGHT BACKGROUND CHATTER.

81. O'NEAL: Now, ladies...are there any more questions before we go on?

82. GREEN: Mrs. O'Neal?

83. O'NEAL: Yes, Mrs. Green?

84. GREEN: Seems like an awful little bit of water you're cooking that spinach in...

85. O'NEAL: Well, you shouldn't cook spinach in any more water than this... and you should cook it fast...because that way you keep more of the vitamins and minerals...

86. GREEN: I see...

87. OLIVER: Mrs. O'Neal...now that you've got the things cooking on the stove...are we going to tell about arranging a kitchen conveniently?

88. O'NEAL: Yes, Mrs. Oliver...we're going to talk about Eleanora's kitchen in just a minute. But what's the one thing we've forgotten to do...in preparing our model dinner?

89. FREYMAN: (SOUTHERN ACCENT) We forgot to put the salads in the icebox to get cold.

90. O'NEAL: That's exactly right. So, Mrs. Green and Mrs. Oliver, if you'll do that...we'll go on with a discussion...of how to arrange a kitchen...conveniently...

91. MUSIC: LIGHTLY...TO DENOTE A FEW MINUTES
SOUND: - - - - - - -(BACKGROUND OF WOMEN)

92. O'NEAL: (FADING IN) Now...the trouble of course is...that Eleanora has to walk all the way from the sink, clear across the room here to put the dishes away in the cupboard.

93. ELLIE: Well, land sakes, I certainly do...

94. O'NEAL: It probably mounts up to several miles a week...

95. ELLIE: I just never thought of it that way...

96. OLIVER: Mrs. O'Neal?

97. O'NEAL: Yes, Mrs. Oliver?

98. OLIVER: Well why couldn't she just...why couldn't she have shelves built there right beside the sink, where there's that empty wall space.

99. O'NEAL: I think that's a very good suggestion...I think that's just what I'd do myself.

100. MUSIC: LIGHTLY

101. O'NEAL: (FADING IN) ...And just look how the knives are scattered helter-skelter in the drawer here. It would be a very simple matter to nail a strip of wood along the back of the table here, next to the wall...put slots in it, and slip the knives in...so they'd always be handy.

102. ELLIE: Why I think that's a wonderful idea...

103. GREEN: Tom would have fun doing that too, Ellie...

104. ELLIE: (A LITTLE WOEFUL) Well I'm not so sure about Tom...I may have to talk him into it...

105. O'NEAL: (SLIGHT PROJECTION) And look over here, ladies...Where the stove is, there's very little light. Eleanora, you're probably used to it by now...but actually you're cooking in the dark.

106. ELLIE: Oh...am I?

107. O'NEAL: It would be easy for your husband to put in an extension cord and have a light right over the stove. You may even get a fluerescent wall fixture. It's very important to have plenty of light in the kitchen.

108. ELLIE: Dearie me...all these wonderful ideas for my kitchen...things I just never though of at all...things I never would have thought of...(SLIGHT FADE INTO)...

109. MUSIC: BRIDGE THEN OUT...BREATH PAUSE.

110. ELLIE: Tom!

111. TOM: Nope. You needn't tell me anything about it. Anything 'tall.

112. ELLIE: (CARESSINGLY) Tom?

113. TOM: Never you mind, now, Ellie. I don't want to hear what those old hens had to say about what's wrong with our kitchen.

114. ELLIE: (WINNINGLY) Mrs. O'Neal asked about you. Said she missed seeing you today.

115. TOM: Hmmmp. S'at so!

116. ELLIE: She said..."Where's that clever husband of yours who built all those handy shelves in the cellar for your canned goods."

117. TOM: She didn't say that at all Ellie, and you know it.

118. ELLIE: What's more, she took all the ladies down cellar, to show them how handy and convenient you'd fixed things for storin'.

119. TOM: She took 'em down in the cellar?

120. ELLIE: She said it was a model cellar in the community, all right. The way you'd just found space out of nowheres to put up those shelves.

121. TOM: We-ll, shucks, Eleanora, t'wasn't so much of a job. (LITTLE LAUGH) You had to have the space to put your canned stuff, didn't you ?

122. ELLIE: I sure did, Tom.

123. TOM: (PLEASED) Well...I just had to find the space to put the shelves up, didn't I?

124. ELLIE: And Mrs. O'Neal said it was a model cellar, all right.

125. TOM: (VERY MODEST) Well...I just don't know about that. Now, Eleanora, I just don't know about that....

SLIGHT PAUSE

126. ELLIE: Tom...

127. TOM: Hmmm?

128. ELLIE: Tom, see over here by the kitchen sink...this space here on the wall.

129. TOM: Yep.

130. ELLIE: Doesn't that strike you any way, now?

131. TOM: What do you mean, Ellie.

132. ELLIE: Well...what we were just talking about...you being so clever with nailing up...

133. TOM: I got it! Ellie, you could do with some shelves in that space by the sink...a little cupboard-like...

134. ELLIE: Tom, you're a positive genius!

135. TOM: Why that's nothin' at all. Save you a lot of walking that's what it would...having shelves handy like that.

136. ELLIE: Tom, you have the most wonderful ideas...

137. TOM: Oh, now, Ellie, you're just flattering...that's all. These little ideas just come natural to me now...just come natural. (FADING OUT) I'll go and get my hammer, and some boards...

138. MUSIC: CROSSFADE...FOR BRIDGE...

139. JOHN AND FREYMAN: (LAUGH)

140. JOHN: And that, Mrs. Freyman...is the way one family benefited from the advice of a county home demonstration agent...

141. FREYMAN: And one husband got his mind changed...without a murmur.

142. JOHN: Oh, well, of course he wanted to take the home agent's advice ...the whole time...

143. FREYMAN: Why of course he did, Johnny!

144. JOHN: Well, Mrs. Freyman...that little story...illustrates just one of the many ways the county home demonstration agent lends a helping hand...to rural families...the country over. And did you know that 3½ million women participate in home demonstration work in this country?

145. FREYMAN: No I didn't, Johnny. Now...to get back to Mrs. O'Neal. Certainly this one woman...working in an entire county... could hardly see every rural family, could she, Johnny?

146. JOHN: No...and that's why...as we saw today...groups of women get together...in somebody's kitchen...or in a church hall...or some other meeting place...and discuss their homemaking problems.

147. FREYMAN: And see actual demonstrations...of new ways, or better ways of doing many things...

148. JOHN: Such as sewing a dress, or cooking a meal, or setting a table. Perhaps the home agent will demonstrate different kinds of soaps and cleaners... Maybe she'll give a lecture on the importance of good nutrition. Or show how to can vegetables with a pressure canner.

149. FREYMAN: The important thing being, I would think...not what she does, but what she gets other people to do.

150. JOHN: That's exactly it, Mrs. Freyman. And she's also an important figure in her community...because she and the rural women are more often than not...behind some important rural community project...starting a clinic...a health center...perhaps a library...or a recreation center.

151. FREYMAN: She must be a very busy person indeed, Johnny.

152. JOHN: She is, Mrs. Freyman...but according to her...she has many satisfactions in her job...she says:

153. O'NEAL: Helping rural families to achieve richer, fuller lives; assisting in bringing about improved health and living conditions; seeing happier and more contented families in convenient and livable homes...these are all rewards...in themselves.

154. JOHN: Tomorrow begins National Home Demonstration Week...with the theme..."Today's Home Builds Tomorrow's World"!

155. O'NEAL: Do <u>you</u> know the home demonstration agent in your county?

156. MUSIC: _____

157. FREYMAN: And now, Johnny...about next week's CONSUMER TIME!

158. JOHN: Next week...we're going to tell about canning foods at home... because that time is rolling around again.

159. FREYMAN: And we're going to give all the latest information...and tips ...from the Department of Agriculture...

160. JOHN: So be sure to be with us then...for another edition of...

161. SOUND: CASH REGISTER

162. ANNCR: CONSUMER TIME!

163. SOUND: CASH REGISTER...CLOSE DRAWER.

164. ANNCR: CONSUMER TIME, written by Christine Kempton and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

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